2041602664

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INTEGRATED MANUFACTURERS PERFORMANCE
SUPERMARKET - DENVER MARKET
WEEK ENDING 12/24/94

	MONTH ENDING PERIODS						WEEK ENDING PERIODS					4 WEEK ENDINGS				
	Jul-94	Aug-94	Sep-94	Oct-94	Nov-94	MTD	12/3	12/10	12/17	12/24	Dif vs. wk-ago	12/3	12/10	12/17	12/24	Dif vs. 4w-ago
Philip Morris	43.49	42.33	41.57	40.76	42.26	42.15	42.50	41.73	42.20	42.52	0.32	42.63	42.49	42.36	42.24	-0.02
PM Premium	38.37	37.25	36.62	35.80	37.24	36.87	37.40	36.50	37.06	37.06	0.00	37.57	37.40	37.22	37.01	-0.23
PM Discount	5.11	5.08	4.96	4.98	5.01	5.28	5.09	5.22	5.14	5.46	0.32	5.06	5.09	5.13	5.23	0.22
PM Disc-Daves	5.11	5.08	4.96	4.98	5.00	5.20	5.06	5.18	5.05	5.36	0.31	5.03	5.06	5.09	5.16	0.16
PM Branded Discount	5.11	5.08	4.95	4.98	5.01	5.28	5.09	5.22	5.14	5.46	0.32	5.06	5.09	5.13	5.23	0.22
PM Private Label	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
PM Assorted Promo	0.00	0.00	0.00	0.01	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
R.J. Reynolds	36.32	37.63	37.78	38.66	36.20	36.05	35.82	36.67	35.65	36.81	0.16	35.96	36.09	35.80	35.98	-0.21
RJR Premium	19.18	19.76	20.37	20.82	20.78	20.00	20.49	20.32	19.86	19.81	-0.05	20.66	20.62	20.29	20.12	-0.66
RJR Discount	17.14	17.86	17.41	16.04	15.42	16.05	15.33	16.35	15.79	16.01	0.22	15.30	15.47	15.52	15.87	0.45
RJR Branded Discount	7.05	8.03	7.86	7.29	7.10	7.16	7.03	7.22	6.96	7.27	0.31	7.02	6.97	6.96	7.12	0.02
RJR Private Label	10.10	9.85	9.75	8.75	8.32	8.89	8.30	9.12	8.89	8.73	-0.10	8.28	8.50	8.65	8.75	0.43
RJR Assortec Promo	0.12	0.11	0.14	0.16	0.23	0.17	0.20	0.19	0.16	0.15	-0.01	0.23	0.22	0.20	0.18	-0.06
Brown & Williamson	6.60	6.58	6.70	6.64	6.92	7.16	7.22	6.87	7.46	7.16	-0.30	6.96	6.99	7.11	7.18	0.26
B & W Premium	3.69	3.65	3.54	3.38	3.49	3.53	3.82	3.36	3.55	3.69	0.14	3.60	3.58	3.58	3.61	0.12
B & W Discount	2.91	2.93	3.16	3.26	3.42	3.63	3.40	3.52	3.91	3.46	-0.45	3.36	3.41	3.54	3.57	0.15
Lorillard	4.17	4.04	4.07	4.41	4.44	4.49	4.46	4.68	4.51	4.38	-0.13	4.46	4.54	4.53	4.48	0.04
Lorillard Premium	3.49	3.31	3.45	3.83	3.91	3.87	3.84	4.01	3.86	3.75	-0.11	3.91	3.97	3.93	3.87	-0.05
Lorillard Discount	0.69	0.73	0.62	0.59	0.53	0.62	0.62	0.67	0.66	0.63	-0.03	0.55	0.57	0.60	0.62	0.09
American Tobacco	7.12	7.17	7.89	8.09	8.24	8.26	8.22	8.23	8.29	8.26	-0.03	8.11	8.02	8.21	8.25	0.01
American Premium	4.76	4.76	4.63	4.48	4.57	4.71	4.37	4.59	4.73	4.81	0.08	4.48	4.44	4.53	4.63	0.05
American Discount	2.37	2.41	3.25	3.62	3.67	3.55	3.85	3.64	3.56	3.45	-0.11	3.63	3.58	3.68	3.63	-0.04
Amer Branded Discount	2.35	2.41	3.24	3.60	3.65	3.54	3.84	3.63	3.56	3.44	-0.12	3.61	3.55	3.67	3.62	-0.03
Amer Private Label	0.02	0.00	0.01	0.02	0.02	0.01	0.01	0.01	0.00	0.02	0.02	0.02	0.02	0.01	0.01	-0.01
Liggett	2.05	1.91	1.84	1.82	1.83	1.79	1.70	1.82	1.80	1.75	-0.05	1.79	1.78	1.80	1.77	-0.06
Liggett Premium	0.94	0.93	0.90	0.87	0.87	0.93	0.83	0.93	0.92	0.95	0.03	0.86	0.87	0.89	0.91	0.04
Liggett Discount	1.11	0.98	0.94	0.95	0.96	0.85	0.87	0.89	0.88	0.80	-0.08	0.93	0.91	0.91	0.86	-0.10
Lig Branded Discount	0.01	0.02	0.02	0.02	0.01	0.03	0.02	0.03	0.03	0.02	-0.01	0.02	0.02	0.03	0.03	0.01
Lig Private Label	1.10	0.95	0.92	0.93	0.95	0.83	0.85	0.87	0.85	0.78	-0.07	0.92	0.89	0.89	0.84	-0.11
A/O Co-International	0.25	0.34	0.16	1.39	0.11	0.10	0.10	0.10	0.08	0.11	0.03	0.10	0.10	0.09	0.10	-0.01

Source: Nielsen Integrated Panel.

Source: https://www.industrydocuments.ucsf.edu/docs/pyby0004

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INTEGRATED NIELSEN PERFORMANCE
SUPERMARKETS - DENVER MARKET
WEEK ENDING 12/24/94

	MONTH ENDING PERIODS						WEEK ENDING PERIODS					4 WEEK ENDINGS				
	Jul-94	Aug-94	Sep-94	Oct-94	Nov-94	MTD	12/3	12/10	12/17	12/24	Diff vs. wk-ago	12/3	12/10	12/17	12/24	Diff vs 4w-ago
Philip Morris	43.49	42.33	41.57	40.78	42.28	42.15	42.50	41.73	42.20	42.52	0.32	42.63	42.49	42.36	42.24	0.40
PM Premium-Shr Prem	54.31	53.23	52.58	50.74	52.47	52.66	52.80	52.29	52.89	52.81	-0.08	52.79	52.69	52.76	52.70	0.55
PM Disc Less Daves- Shr Disc	17.42	16.93	16.32	16.92	17.24	17.34	17.35	17.17	16.87	17.97	1.10	17.46	17.43	17.28	17.34	0.54
PM Brd Disc-Shr Brd Disc	28.18	26.42	25.16	25.22	25.41	26.07	25.46	25.87	25.38	26.93	1.55	25.78	25.93	26.77	25.91	1.24
PM PL-Shr PL	0.01	0.04	0.01	0.01	0.02	0.00	0.00	0.00	0.00	0.00	0.00	0.02	0.02	0.01	0.00	-0.03
Marlboro	27.04	26.33	25.82	25.27	26.27	25.23	26.34	25.56	25.17	24.95	-0.22	26.46	26.27	25.97	26.51	-0.52
Red	9.75	9.55	9.30	8.89	9.17	9.01	9.22	9.28	8.88	8.85	-0.03	9.24	9.25	9.21	9.08	-0.03
Lights NM	11.98	11.68	11.32	11.32	11.81	11.28	11.60	11.29	11.29	11.19	-0.10	11.93	11.81	11.64	11.39	-0.30
Gold	2.97	2.96	3.02	2.94	3.07	2.90	3.18	2.99	2.92	2.79	-0.13	3.10	3.07	3.02	2.97	-0.09
Medium	1.73	1.65	1.66	1.62	1.68	1.59	1.65	1.55	1.58	1.62	0.04	1.67	1.65	1.62	1.60	-0.03
Menthol	0.67	0.56	0.53	0.49	0.54	0.48	0.48	0.48	0.50	0.50	0.00	0.51	0.49	0.48	0.49	-0.06
Other PM Premium	11.33	10.92	10.80	10.53	10.97	11.64	11.07	10.94	11.89	12.10	0.21	11.12	11.13	11.25	11.60	0.59
Benson & Hedges	3.29	3.19	3.14	3.00	3.13	3.38	3.16	3.24	3.42	3.47	0.05	3.16	3.18	3.25	3.32	0.20
Merit	3.41	3.32	3.27	3.18	3.40	3.51	3.44	3.30	3.58	3.66	0.08	3.44	3.42	3.43	3.50	0.14
Virginia Slims	3.39	3.23	3.26	3.24	3.37	3.60	3.36	3.35	3.75	3.71	-0.04	3.45	3.45	3.48	3.55	0.21
Parliament	0.99	0.82	0.85	0.86	0.83	0.88	0.82	0.78	0.88	0.97	0.09	0.82	0.82	0.82	0.86	0.01
Saratoga	0.21	0.23	0.22	0.21	0.21	0.24	0.24	0.24	0.22	0.25	0.03	0.21	0.23	0.23	0.24	0.05
Cambridge	4.38	4.32	4.25	4.25	4.31	4.46	4.30	4.39	4.34	4.64	0.30	4.32	4.33	4.36	4.42	0.23
Alpine	0.31	0.32	0.29	0.29	0.29	0.31	0.32	0.32	0.30	0.32	0.02	0.30	0.31	0.30	0.32	0.02
Bristol	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Basic	0.32	0.33	0.33	0.37	0.33	0.35	0.34	0.35	0.35	0.34	-0.01	0.33	0.33	0.34	0.35	0.02
Daves	0.00	0.00	0.00	0.00	0.01	0.06	0.03	0.04	0.09	0.11	0.02	0.02	0.03	0.05	0.07	0.06
PM Private Label	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
RJ Reynolds	36.32	37.63	37.78	38.88	38.20	38.05	35.82	36.67	35.65	35.81	0.16	35.96	36.09	35.90	35.99	-0.82
RJR Premium- Shr Prem	27.14	28.23	29.25	29.51	29.27	28.56	28.93	29.11	28.35	28.22	-0.13	29.03	29.05	28.77	28.65	-1.06
RJR Discount- Shr Disc	58.42	59.55	57.34	54.48	53.14	53.54	52.57	54.16	52.73	53.67	0.94	53.08	53.31	52.98	53.28	-0.08
Brown & Williamson	6.60	6.58	6.70	6.64	6.92	7.16	7.22	6.87	7.46	7.16	-0.30	6.96	6.99	7.11	7.18	0.31
B & W Premium- Shr Prem	5.22	5.22	5.08	4.79	4.92	5.04	5.39	4.81	5.06	5.26	0.20	5.06	5.04	5.07	5.13	0.30
B & W Discount- Shr Disc	9.92	9.75	10.41	11.08	11.79	12.10	11.67	11.65	13.07	11.61	-1.46	11.69	11.76	11.99	12.00	0.18
Lorillard	4.17	4.04	4.07	4.41	4.44	4.49	4.45	4.58	4.51	4.38	-0.13	4.46	4.54	4.53	4.48	0.10
Lorillard Premium-Shr Prem	4.94	4.73	4.95	5.42	5.51	5.53	5.42	5.75	5.51	5.34	-0.17	5.49	5.59	5.58	5.51	0.09
Lorillard Discount-Shr Disc	2.34	2.42	2.04	2.00	1.83	2.08	2.11	1.87	2.19	2.13	-0.06	1.91	1.96	2.03	2.06	0.21
American Tobacco	7.12	7.17	7.89	8.09	8.24	8.26	8.22	8.23	8.29	8.26	-0.03	8.11	8.02	8.21	8.25	-0.10
American Premium- Shr Prem	6.73	6.80	6.66	6.35	6.44	6.73	6.16	6.58	6.76	6.86	0.10	6.29	6.26	6.42	6.59	0.11
American Discount- Shr Disc	8.07	8.02	10.71	12.28	12.65	11.85	13.21	12.06	11.89	11.58	-0.31	12.58	12.32	12.50	12.19	-0.71
Liggett	2.05	1.91	1.84	1.82	1.83	1.79	1.70	1.82	1.80	1.75	-0.05	1.79	1.78	1.80	1.77	-0.08
Liggett Premium- Shr Prem	1.33	1.33	1.29	1.23	1.23	1.33	1.17	1.33	1.32	1.36	0.04	1.20	1.23	1.26	1.30	0.05
Liggett Discount- Shr Disc	3.77	3.25	3.09	3.21	3.31	2.85	2.97	2.94	2.93	2.69	-0.24	3.23	3.13	3.09	2.88	-0.35

Source: Nielsen Integrated Panel.

Source: https://www.industrydocuments.ucsf.edu/docs/pyby0004

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INTEGRATED TOP 25 PERFORMANCE
SUPERMARKET - DENVER MARKET
WEEK ENDING 12/24/94

	MONTH ENDING PERIODS						WEEK ENDING PERIODS					4 WEEK ENDINGS				
	Jul-94	Aug-94	Sep-94	Oct-94	Nov-94	MTD	12/3	12/10	12/17	12/24	Diff vs. wk-ago	12/3	12/10	12/17	12/24	Dif vs 4w-ago
Marlboro	27.04	26.33	25.82	25.27	26.27	26.23	26.34	25.56	25.17	24.95	-0.22	26.46	26.27	25.97	25.51	-0.77
Winston	5.10	5.23	5.51	5.26	4.97	5.16	5.15	5.17	5.07	5.23	0.16	5.06	5.14	5.10	5.15	0.19
Winston Select	1.23	1.40	1.49	1.25	1.12	1.10	1.23	1.09	1.11	1.10	-0.01	1.16	1.17	1.15	1.19	0.01
Winston Select Lights	0.60	0.71	0.79	0.64	0.57	0.58	0.66	0.58	0.55	0.62	0.07	0.60	0.61	0.60	0.60	0.03
GPC	1.77	1.86	2.17	2.44	2.62	2.79	2.70	2.61	2.97	2.59	-0.38	2.61	2.67	2.76	2.77	0.15
Basic	0.32	0.33	0.33	0.37	0.33	0.36	0.34	0.35	0.35	0.34	-0.01	0.33	0.33	0.34	0.35	0.02
Doral	5.46	6.56	6.20	6.89	5.83	5.81	5.75	5.87	5.59	5.97	0.38	5.74	5.68	5.66	5.80	-0.04
Camel	7.58	7.96	8.48	9.12	9.10	8.43	8.72	8.57	8.60	8.14	-0.46	8.96	8.83	8.68	8.51	-0.59
Camel Filters	6.59	6.86	7.36	7.86	7.92	7.30	7.48	7.47	7.40	7.05	-0.35	7.77	7.68	7.58	7.36	-0.57
Camel Special Lights	0.86	0.94	0.99	1.09	1.12	0.98	1.09	0.94	1.00	0.95	-0.05	1.09	1.04	1.01	1.00	-0.13
Camel Non-Filter	0.99	1.10	1.12	1.16	1.18	1.13	1.25	1.10	1.21	1.09	-0.12	1.20	1.15	1.15	1.16	-0.02
Salem	3.04	3.14	3.08	3.11	3.26	3.12	3.21	3.19	3.02	3.14	0.12	3.20	3.22	3.16	3.14	-0.12
Newport	0.84	0.77	0.78	0.79	0.83	0.84	0.97	0.99	0.74	0.78	0.04	0.87	0.91	0.88	0.87	0.04
Kool	2.39	2.38	2.35	2.31	2.43	2.42	2.77	2.28	2.46	2.51	0.05	2.56	2.54	2.52	2.51	0.07
Virginia Slims	3.39	3.23	3.26	3.24	3.97	3.60	3.38	3.35	3.75	3.71	-0.04	3.45	3.45	3.48	3.55	0.18
Merit	3.41	3.32	3.27	3.18	3.40	3.51	3.44	3.30	3.58	3.66	0.08	3.44	3.42	3.43	3.50	0.10
Benson & Hedges	3.29	3.18	3.14	3.00	3.13	3.38	3.16	3.24	3.42	3.47	0.05	3.16	3.18	3.25	3.32	0.19
Monarch	0.18	0.11	0.11	0.10	0.10	0.07	0.08	0.07	0.07	0.06	-0.01	0.09	0.08	0.08	0.07	-0.03
Cambridge	4.38	4.32	4.25	4.25	4.31	4.46	4.30	4.39	4.34	4.64	0.30	4.32	4.33	4.36	4.42	0.11
Vantage	1.23	1.20	1.13	1.15	1.14	1.10	1.22	1.04	1.10	1.14	0.04	1.15	1.12	1.11	1.13	0.00
Carlton	2.28	2.24	2.19	2.13	2.20	2.21	2.10	1.96	2.42	2.27	-0.15	2.14	2.05	2.14	2.19	-0.01
Montclair	0.82	0.82	1.53	1.71	1.79	1.60	1.87	1.88	1.42	1.51	0.09	1.71	1.71	1.71	1.67	-0.13
Best Value	0.97	0.94	0.94	0.85	0.82	0.86	0.83	0.82	0.88	0.88	0.00	0.81	0.82	0.83	0.85	0.03
Pall Mall	1.52	1.62	1.55	1.54	1.48	1.53	1.42	1.63	1.47	1.49	0.02	1.45	1.47	1.48	1.50	0.02
Misty	1.28	1.31	1.39	1.59	1.56	1.62	1.60	1.46	1.78	1.64	-0.14	1.57	1.52	1.62	1.62	0.08
Kent	1.51	1.39	1.41	1.40	1.46	1.41	1.29	1.44	1.40	1.39	-0.01	1.42	1.42	1.41	1.38	-0.06
Viceroy	1.04	1.01	0.97	0.82	0.80	0.84	0.71	0.71	0.95	0.87	-0.08	0.76	0.74	0.78	0.81	0.01
Capri	1.01	1.01	0.98	0.86	0.88	0.95	0.91	0.89	0.94	1.01	0.07	0.88	0.88	0.91	0.94	0.06
Now	0.92	0.98	0.87	0.90	0.97	0.93	0.87	0.99	0.87	0.92	0.05	0.97	0.98	0.99	0.91	-0.06
More	1.18	1.16	1.17	1.12	1.11	1.10	1.10	1.18	1.05	1.08	0.03	1.09	1.11	1.11	1.10	-0.01
Daves	0.00	0.00	0.00	0.00	0.01	0.00	0.03	0.04	0.09	0.11	0.02	0.02	0.03	0.05	0.07	0.06

* Top 25 is based on All Outlets Combined.

Source: Nielsen Integrated Panel.

Source: https://www.industrydocuments.ucsf.edu/docs/pyby0004

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SENT BY:

2041602667

INTEGRATED DISCOUNT PERFORMANCE
SUPERMARKETS - DENVER MARKET
WEEK ENDING 12/24/94

	MONTH ENDING PERIODS						WEEK ENDING PERIODS					4 WEEK ENDINGS				
	Jul-94	Aug-94	Sep-94	Oct-94	Nov-94	MTD	12/3	12/10	12/17	12/24	Diff vs. wk-ago	12/3	12/10	12/17	12/24	Diff vs 4w-ago
Private Label																
PM PL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
RJR PL	10.10	9.85	9.75	8.75	8.32	8.89	8.30	8.12	8.83	8.73	-0.10	8.28	8.50	8.65	8.76	0.49
American PL	0.02	0.00	0.01	0.02	0.02	0.01	0.01	0.01	0.00	0.02	0.02	0.02	0.02	0.01	0.01	-0.01
Liggett PL	1.10	0.95	0.92	0.93	0.95	0.93	0.85	0.87	0.85	0.78	-0.07	0.92	0.89	0.89	0.84	-0.11
Total PL	11.21	10.81	10.68	9.70	9.29	9.73	9.16	10.00	9.67	9.53	-0.14	9.22	9.41	9.55	9.59	0.30
PL Share of Segment																
PM PL	0.01	0.04	0.01	0.01	0.02	0.00	0.00	0.00	0.00	0.00	0.00	0.02	0.02	0.01	0.00	-0.03
RJR PL	90.05	91.12	91.24	90.21	89.56	91.37	90.60	91.23	91.22	91.65	0.43	89.87	90.35	90.58	91.18	1.59
American PL	0.15	0.01	0.11	0.18	0.23	0.11	0.13	0.11	0.03	0.18	0.15	0.20	0.19	0.12	0.11	-0.12
Liggett PL	9.79	8.82	8.64	9.59	10.19	8.53	9.27	8.66	8.75	8.20	-0.55	9.93	9.46	9.30	8.72	-1.47
BRANDED DISCOUNT																
Basic	0.32	0.33	0.33	0.37	0.33	0.36	0.34	0.35	0.35	0.34	-0.01	0.33	0.33	0.34	0.36	0.02
Best Value	0.97	0.94	0.94	0.85	0.82	0.88	0.83	0.82	0.88	0.88	0.00	0.81	0.82	0.83	0.85	0.03
Monarch	0.18	0.11	0.11	0.10	0.10	0.07	0.08	0.07	0.07	0.06	-0.01	0.09	0.08	0.08	0.07	-0.03
GPC	1.77	1.86	2.17	2.44	2.62	2.79	2.70	2.81	2.97	2.59	-0.38	2.61	2.67	2.78	2.77	0.15
Raleigh Extra	0.09	0.05	0.02	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Doral	5.48	6.56	6.20	5.89	5.63	6.81	5.75	5.87	5.59	6.97	0.38	5.74	5.68	5.68	5.60	-0.04
Cambridge	4.38	4.32	4.25	4.25	4.31	4.46	4.30	4.39	4.34	4.64	0.30	4.32	4.33	4.38	4.42	0.11
Viceroy	1.04	1.01	0.97	0.82	0.80	0.84	0.71	0.71	0.86	0.87	-0.08	0.76	0.74	0.78	0.81	0.01
Misty	1.26	1.31	1.39	1.59	1.56	1.62	1.60	1.46	1.78	1.64	-0.14	1.57	1.52	1.62	1.62	0.06
Montclair	0.82	0.82	1.53	1.71	1.79	1.60	1.87	1.86	1.42	1.51	0.09	1.71	1.71	1.71	1.67	-0.18
Alpine	0.31	0.32	0.29	0.29	0.29	0.31	0.32	0.32	0.30	0.32	0.02	0.30	0.31	0.30	0.32	0.03
Old Gold	0.59	0.73	0.62	0.59	0.53	0.62	0.62	0.57	0.66	0.63	-0.03	0.55	0.57	0.60	0.62	0.09
Sterling	0.08	0.08	0.05	0.06	0.06	0.03	0.01	0.05	0.04	0.01	-0.03	0.03	0.03	0.03	0.03	0.00
Bristol	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Magna	0.01	0.01	0.01	0.01	0.01	0.00	0.01	0.01	0.01	0.00	-0.01	0.01	0.01	0.01	0.01	0.00
Pyramid	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Riviera	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Bucks	0.04	0.04	0.03	0.02	0.03	0.03	0.04	0.02	0.03	0.02	-0.01	0.04	0.03	0.03	0.03	0.00
Richland 20'S	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
American FI/Lts	0.21	0.21	0.24	0.22	0.21	0.23	0.24	0.23	0.25	0.22	-0.03	0.23	0.23	0.24	0.24	0.03
Covington	0.00	0.01	0.01	0.01	0.01	0.01	0.01	0.02	0.01	0.01	0.00	0.01	0.01	0.01	0.01	0.00
Daves	0.00	0.00	0.00	0.00	0.01	0.08	0.03	0.04	0.09	0.11	0.02	0.02	0.03	0.05	0.07	0.05
A/O Branded Discount	0.53	0.52	0.52	0.53	0.46	0.53	0.54	0.58	0.52	0.47	-0.05	0.49	0.51	0.52	0.53	0.03
Total Branded Discount	18.14	19.21	19.86	19.75	19.73	20.24	20.00	20.18	20.26	20.29	0.03	19.61	19.61	19.93	20.16	0.45
Basic Share Of Discount	1.08	1.09	1.09	1.25	1.13	1.15	1.17	1.16	1.16	1.13	-0.03	1.13	1.15	1.15	1.16	0.03
Daves Share Of Discount	0.00	0.00	0.00	0.00	0.04	0.26	0.11	0.12	0.31	0.35	0.04	0.07	0.10	0.16	0.22	0.18
Total Discount Category	29.35	30.02	30.36	29.45	29.02	29.98	29.16	30.18	29.94	29.82	-0.12	28.82	29.02	29.46	29.76	0.75

Source: Nielsen Integrated Panel.

Source: https://www.industrydocuments.ucsf.edu/docs/pyby0004